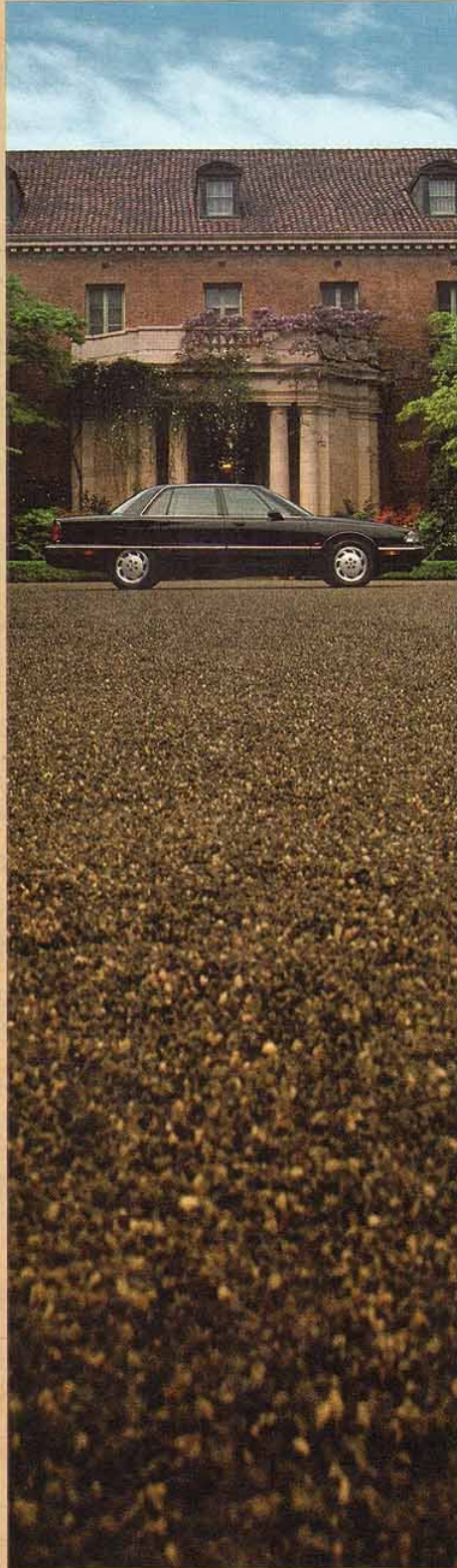


1994
NINETY EIGHT
By Oldsmobile



N i n e t y E i g h t

OUR EDGE. YOUR EDGE. *Three*



THE SAFETY FACTOR. *Five*



BALANCED PERFORMANCE. *Six*



INNER SPACE. *Eight*



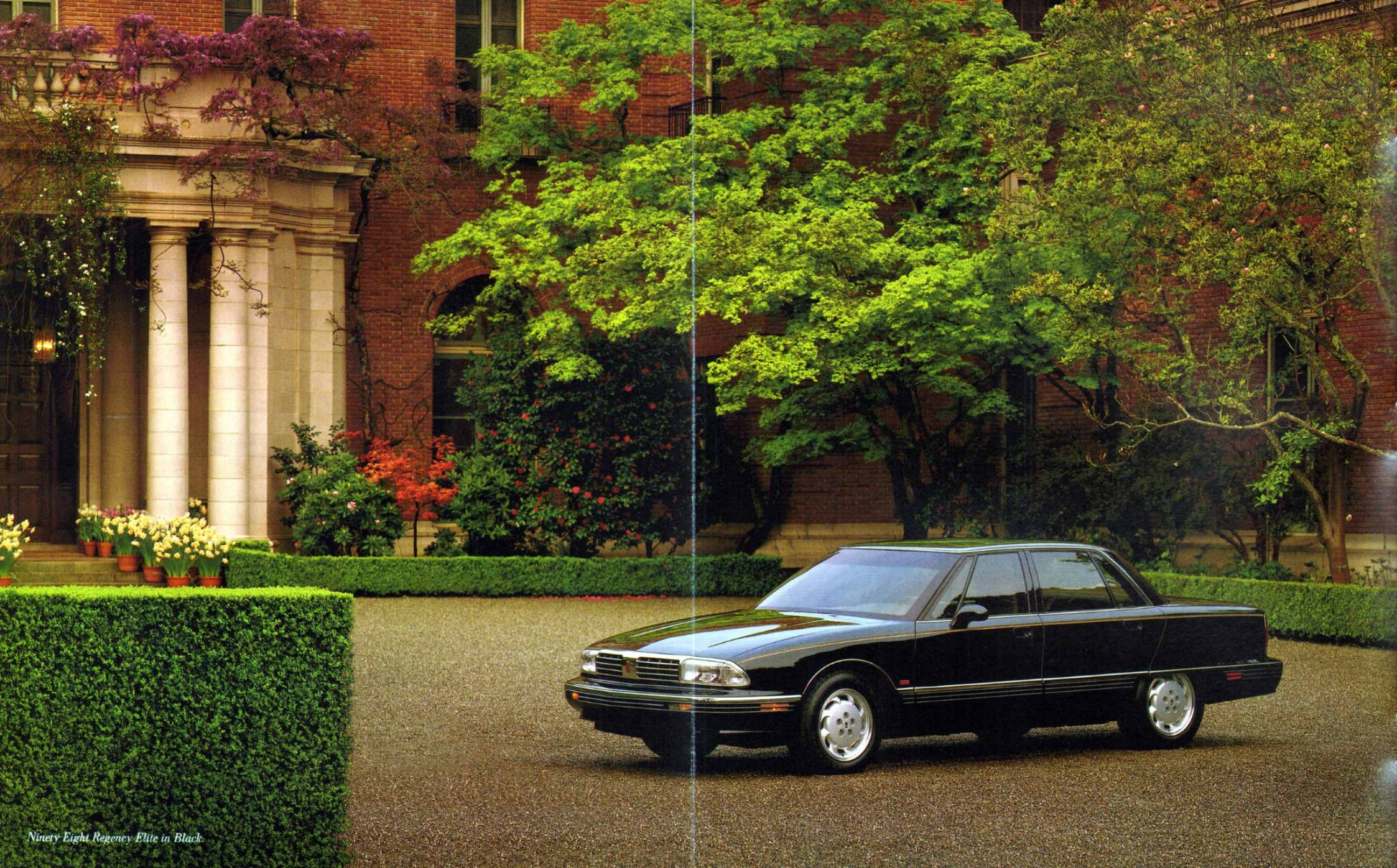
SPECIAL EDITION. *Twelve*



SPECIFICATIONS. *Fourteen*



The 1994 Oldsmobile Ninety Eight is exactly what a contemporary luxury car should be, with one major difference: It's priced thousands lower than most other cars in its class. And that's precisely why it's such an intelligent choice. There are two Ninety Eight sedans, the Regency and Regency Elite. Whichever you select, expect it to be spacious, comfortable and extremely satisfying to drive. But building a great car like Ninety Eight isn't enough. You ought to get even more for your money. So we also offer a value-priced Ninety Eight Regency Special Edition equipped with our most popular options. And we support you with the Oldsmobile Edge—our comprehensive customer care program. The objective is simple: your complete satisfaction. You have lots of choices when it comes to luxury cars. We invite you to read on and see why we think you should consider the new Ninety Eight.



Ninety Eight Regency Elite in Black.

YOUR EDGE BENEFITS INCLUDE:

Guaranteed Satisfaction.

Not satisfied with your new Ninety Eight? Bring it back within 30 days or 1,500 miles, whichever comes first. You'll receive full credit toward the SmartLease or purchase of another new Oldsmobile.

Roadside Assistance.

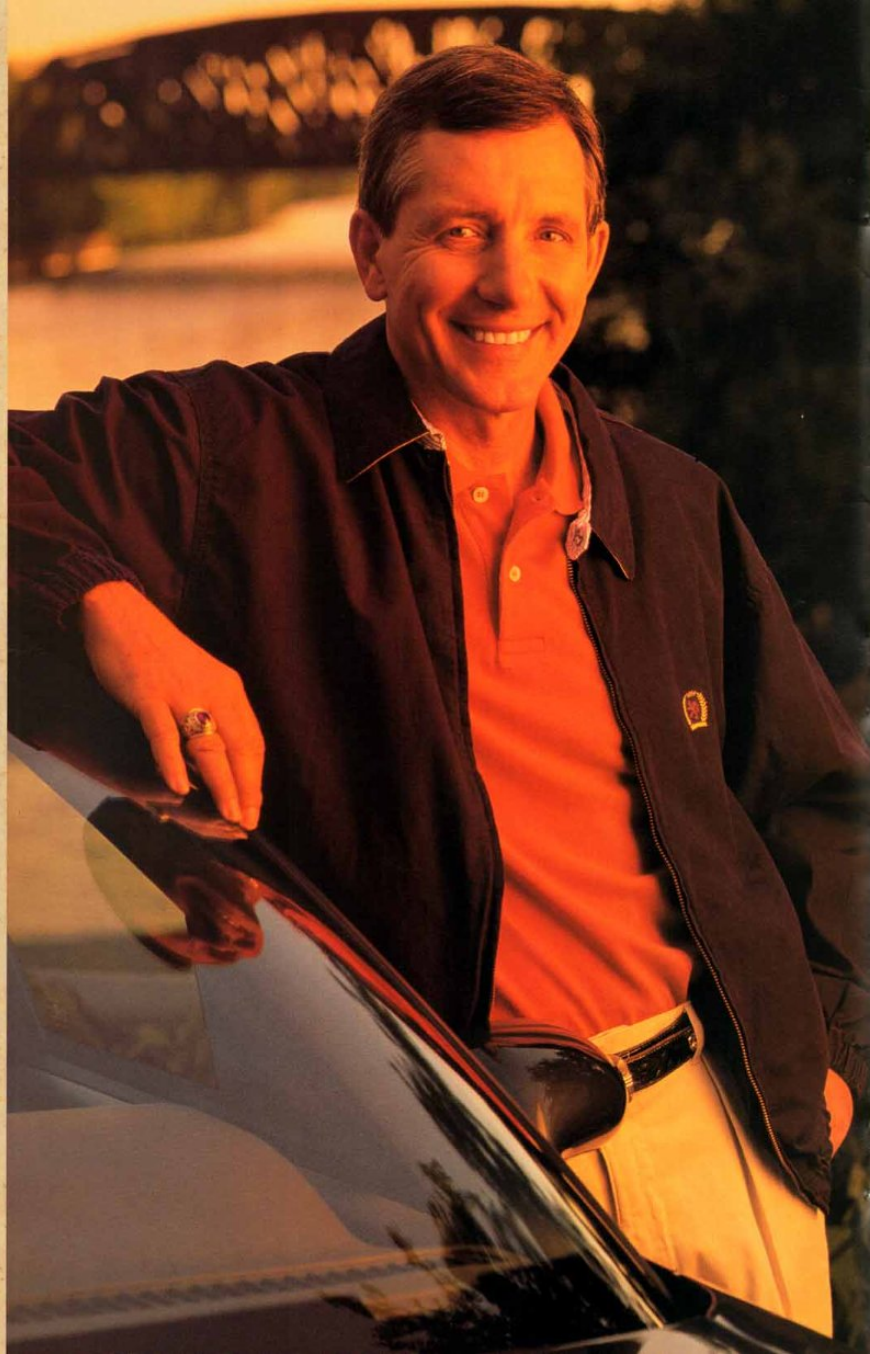
24 hours a day, 365 days a year, during the warranty period, help at no charge is a toll-free phone call away through our network of over 15,000 emergency facilities nationwide.

Bumper-to-Bumper Warranty.

Every part of your new Ninety Eight is covered, except tires (they have their own warranty), for three years or 36,000 miles, whichever comes first, with no deductible.

Courtesy Transportation.

For same-day warranty service, we'll give you a one-way shuttle up to 10 miles. For overnight warranty service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.



OUR EDGE. YOUR EDGE.

When you leave a dealership in your new car, you don't want to be forgotten. That won't happen with Oldsmobile. Just ask Charles Bacon. Or read his unsolicited letter to us: "I want to thank and congratulate your Oldsmobile emergency lockout service. Friday, March 19, 1993, I locked my keys inside my Oldsmobile. I called your 800 number

Sure, I buy the car and then it's like... "Who are you?"

Charles Bacon of Lincoln, Nebraska, has a rather strong opinion about our Oldsmobile Edge. So do we.

and talked to Jay. In about 35 minutes a new key was delivered to me. There was no charge for this service. Quite bluntly, I didn't give much thought to your emergency service, thinking it to be mostly PR hype. This was my first experience with the Oldsmobile Edge and it reaffirmed my satisfaction with my Oldsmobile." Notice Mr. Bacon said his satisfaction with Oldsmobile was "reaffirmed." He knew what to expect from the car. Now he knows what to expect from the company.

Based on a true Oldsmobile Edge experience. Letter edited for length and clarity only. Complete letter on file.



Edge benefits, listed on page 2, are included with every Ninety Eight at no extra charge. For details, please see any of our 3,000 Oldsmobile dealers across the country or call 1-800-442-OLDS.



**NINETY EIGHT SAFETY
FEATURES INCLUDE:**

- Driver- and
passenger-side
air bags
- Anti-lock brakes
- Power door locks
- Power windows
- Rear door child-
security locks
- PASS-Key vehicle
security system
- Rear and side
window
defoggers
- Transmission/
brake shift
interlock
- "Safety cage"
passenger
compartment
construction

Ninety Eight Regency in Light Gray Metallic.



THE SAFETY FACTOR.



*Ninety Eight features standard
driver- and passenger-side air
bags. Remember, always wear
safety belts even with an air bag.*

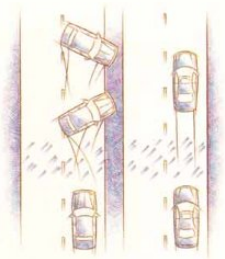
Safety matters. We want to help you avoid accidents in the first place. And help safeguard you in your Ninety Eight... just in case. To help you keep control when reacting to unforeseen hazards, every Ninety Eight comes with four-wheel anti-lock brakes, front-wheel drive, power rack-and-pinion steering, four-wheel fully inde-

**Okay, now let's talk about something
no one wants to think about.**

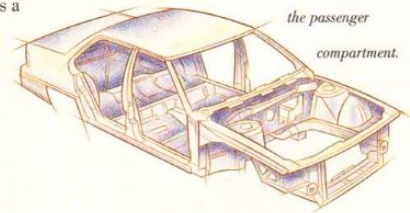


*The available Electrochromic
rear and sideview mirrors
adjust automatically to exte-
rior lighting conditions. "Day/
night" positions are eliminated
and glare is reduced up to 94%.*

pendent suspension and responsive engine power. But in the event of the unavoidable, Ninety Eight helps protect you and your passengers. Dual air bags are standard. So are rear door child-security locks. The unibody steel safety cage has front and rear crush zones to help absorb and guide crash energy away from the passenger compartment. And the interior, luxurious as it is, is designed to minimize injuries by incorporating flame-retardant fabrics and impact-absorbing, padded surfaces. Safety is a critical part of every Ninety Eight. Knowing that, you can enjoy this car even more.



*Every Ninety Eight has stan-
dard computer-controlled four-
wheel anti-lock brakes (ABS)
to help you maintain control
by minimizing the chance of
wheel lockup and skidding
during hard braking.*



*Ninety Eight's unibody struc-
ture forms a protective cocoon.
Crush zones help absorb and
guide crash energy away from
the passenger
compartment.*



BALANCED
PERFORMANCE.

Ninety Eight presents refined performance that lives up to a luxury promise. The world-class fuel-injected 3800 V6 engine is standard. So is our electronic four-speed automatic transmission with its barely perceptible shifting. Four-wheel independent suspension with automatic load-leveling sustains an even ride. Available Computer Command Ride automatically adjusts to road surface changes. And available traction control helps maintain stability when accelerating on slippery surfaces. This is a luxury car that's genuinely satisfying to drive.



A supercharged 225-horsepower, 3800 V6 engine package, available on Regency Elite, includes a touring suspension and traction control.



Ninety Eight Regency Elite in Beige Metallic.



INNER SPACE.

Ninety Eight places a renewed emphasis on driving. A completely redesigned instrument panel features an analog gauge cluster and controls within easy view and reach with no distractions. The panel is positioned beneath a gently curved and padded glare shield. Steering wheel touch controls, standard on Regency Elite, available on Regency, allow you to operate the electronic comfort control air conditioning and Delco sound systems without your eyes ever leaving the road. To make driving even more enjoyable and less fatiguing, cruise control and individually adjustable Tilt-Wheel steering are standard. Luxury driving means attention to the details that make driving a pleasure.



Regency and Regency Elite both feature driver's six-way power seat standard. Elite also provides the same power seat for your passenger, standard.



The overhead console, standard on Regency Elite, provides extra storage space and map lights.



An eight-speaker Dimensional Sound system is available. It's outstanding, we've heard.



Ninety Eight Regency Elite interior with seating areas trimmed in available Light Beige leather.

Ninety Eight makes a complete commitment to comfort. It's exceptionally quiet. A process called sound mapping located the best places for insulation to reduce wind and road noise.

You and your passengers will find spacious accommodations, with no detail overlooked. There's room for six. The divided front and rear bench seats are sculpted, with center armrests. To further assure a relaxing ride, electronically controlled air conditioning is standard. Power door locks and windows, ample lighting and storage areas round out the thoughtful touches.

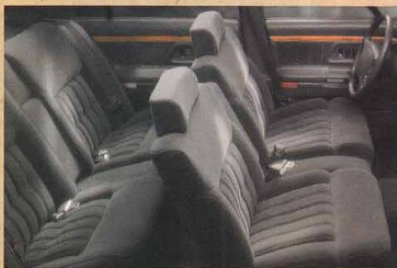


The dual-zone automatic heat, air conditioning and ventilation system allows different temperature levels for you and your front passenger. It's standard on Regency Elite, available on Regency. Just set the climate, set the comfort and enjoy the drive.



Rear seat heating and cooling outlets assure even distribution of air for back seat comfort.

Ninety Eight Regency interior in Light Gray.



**NINETY EIGHT
REGENCY ELITE
INTERIOR FEATURES
INCLUDE:**

- Driver- and passenger-side air bags
- TILT-WHEEL steering
- Steering wheel touch controls
- Cruise control
- Power front seats with lumbar adjusters
- Dual-zone air conditioning
- Remote control locks
- Power door locks
- Overhead console

Ninety Eight Regency Elite interior with seating areas trimmed in available Light Beige leather.



SPECIAL EDITION

Buying a car should be an enjoyable experience. But comparing models and options and figuring out the costs of various combinations can drive you crazy. So we have a way to make your shopping experience simpler. We've taken popular Oldsmobile models and equipped them with the features you've told us you want. Then we gave them a special price to give you the best value possible. We call these our Special Editions. To get all the details, just see your dealer. You could pay more and get less. Or you could get a Ninety Eight Special Edition and a great value. It's your money, but the choice should be clear.



Ninety Eight's cavernous low-lift trunk provides more than 20 cubic feet of room.



IN ADDITION TO NINETY EIGHT REGENCY'S STANDARD FEATURES, THE SPECIAL EDITION INCLUDES:

- Leather trim in seating areas
- Steering wheel touch controls
- Power seats with lumbar adjusters
- Dual-zone air conditioning
- AM/FM stereo with cassette
- Remote control locks
- Lighted visor vanity mirrors
- Aluminum wheels

SPECIFICATIONS.

Ninety Eight Model Standard and Optional Features	Regency Elite	
	Regency	Elite
Driver-side air bag	\$	\$
Passenger-side air bag	\$	\$
Air conditioning	\$	\$
Anti-lock brakes	\$	\$
\$5/45 divided bench seat with power recliners	\$	\$
Driver-side power seat	\$	\$
Cruise control	\$	\$
TILT-WHEEL adjustable steering column	\$	\$
Front seat storage armrest with cup holders	\$	\$
Power windows	\$	\$
Driver-controlled power window lockout switch	\$	\$
Power door locks	\$	\$
2-sided galvanized steel body panels (except roof)	\$	\$
Rear door child-security locks	\$	\$
Base-coat/clear-coat paint	\$	\$
Front lap-and-shoulder safety belts, outboard positions	\$	\$
Rear lap-and-shoulder safety belts, outboard positions	\$	\$
Front and rear lap safety belts, center positions	\$	\$
Analog instrument cluster	\$	\$
Dual outside power mirrors	\$	\$
PASS-Key vehicle security system	\$	\$
Pulse wipers	\$	\$
Rear window defogger	\$	\$
Side window defoggers	\$	\$
Power trunk release	\$	\$
Power fuel filler door	\$	\$
Visors with covered mirrors and auxiliary sunshades	\$	\$
Transmission/brake shift interlock	\$	\$
EZ Kool solar control glass	\$	\$
Flo-thru ventilation	\$	\$
Rear seat heat duct	\$	\$
Front door map pockets	\$	\$
Carpeted floor and lower door panels	\$	\$
Carpeted floor mats	\$	\$
Front and rear reading lamps	\$	\$
All-season radial WSW tires	\$	\$
15" wire wheel discs	\$	O
15" aluminum wheels	O	\$
Remote control locks	O	\$
Programmable automatic power door locks	O	\$
Dual-zone automatic air conditioning	O	\$
Steering wheel touch controls	O	\$
Passenger-side power seat	O	\$
Power lumbar adjusters	O	\$
Reminder package with audible alarms for low fuel, low oil pressure, low coolant level, high engine temperature, brake warning and low washer fluid level	O	\$
Lighted visor vanity mirrors	O	\$
Trunk cargo net	O	\$
Leather seating areas	O	O



Ninety Eight Regency Sedan



Ninety Eight Regency Elite Sedan

Wheels



16" aluminum wheel. Included with supercharged engine package.



15" aluminum wheel. Standard on Regency Elite, optional on Regency.



15" simulated wire wheel disc. Standard on Regency, optional on Regency Elite.

Ninety Eight Model Standard and Optional Features (continued)	Regency Elite	
	Regency	Elite
Overhead storage console	\$	\$
Traction control system	O	O
Computer Command Ride system	O	O
Electronic instrument cluster with driver information center	O	O
Electrochromic inside rearview mirror with compass	O	O
Electrochromic driver-side outside mirror with defogger	O	O
Memory controls for driver-side seat and outside mirrors	O	O
Astrorooft	O	O
Cornering lamps	O	O
Engine block heater	O	O
Accent stripe	O	O

Audio Systems	Regency Elite	
	Regency	Elite
AM/FM stereo with extended-range speakers	\$	\$
AM/FM stereo with cassette and 8-speaker Dimensional Sound system	O	\$
AM/FM stereo with compact disc, cassette and 8-speaker Dimensional Sound system	O	O
Power antenna	\$	\$

Engineering Features	Regency Elite	
	Regency	Elite
Power front disc/rear drum brakes	\$	\$
Push-to-release parking brake	\$	\$
4-wheel independent suspension	\$	\$
Power rack-and-pinion steering	\$	\$
3800 V6 engine with 4-speed automatic transmission	\$	\$
High-capacity cooling equipment	\$	\$
Supercharged 3800 V6 engine with 4-speed automatic transmission (includes touring car ride and handling suspension system, rallye gauge cluster, 16" aluminum wheels, P225/60R16 BSW touring tires, variable-axle steering, leather-wrapped steering wheel, traction control system, and special 2.97 transaxle ratio)	\$	O

Powertrain Specifications	Supercharged 3800 V6	
	Regency	Elite
Engine	3800 (231 cu. in.)	3800 V6
Displacement	3800 (231 cu. in.)	3800 (231 cu. in.)
Engine type	V6	V6
Horsepower	225 @ 4400	170 @ 4800
Torque	275 @ 2600	225 @ 3200
Compression ratio	8.5:1	9.0:1
Fuel management	Sequential port injection	Sequential port injection

Engine	3800 V6	
	Regency	Elite
Displacement	3800 (231 cu. in.)	3800 (231 cu. in.)
Engine type	V6	V6
Horsepower	170 @ 4800	225 @ 3200
Torque	225 @ 3200	9.0:1
Compression ratio	9.0:1	Sequential port injection
Fuel management	Sequential port injection	Sequential port injection

Dimensions	Regency Elite	
	Regency	Elite
Wheelbase (in.)	110.7	110.7
Track, front/rear (in.)	61.5/60.3	61.5/60.3
Tire size (Standard/Supercharged engine package)	P205/70R15, P225/60R16	P205/70R15, P225/60R16

Dimensions (continued)	Regency Elite	
	Regency	Elite
Wheel size (Standard/Supercharged engine package)	15 x 6/16 x 7	15 x 6/16 x 7
Brake type, front/rear	Anti-lock Disc/Drum	Anti-lock Disc/Drum
Fuel tank (gals.)	18.0	18.0
Length (in.)	205.5	205.5
Width (in.)	74.6	74.6
Height (in.)	54.8	54.8
Weight, curb (lbs.)	3593	3593
Headroom, front/rear (in.)	38.7/37.6	38.7/37.6
Legroom, front/rear (in.)	42.0/41.6	42.0/41.6
Shoulder room, front/rear (in.)	59.0/58.7	59.0/58.7
Seating capacity	6	6
Trunk capacity (cu. ft.)	20.2	20.2
Front turning diameter, curb to curb (ft.)	39.4L/40.0R	39.4L/40.0R

Ninety Eight Option Packages	Regency Elite	
	15B	15B
Reminder package	\$	\$
Lighted visor vanity mirrors	\$	\$
Passenger-side power seat	\$	\$
Steering wheel touch controls	\$	\$
Trunk cargo net	\$	\$
Remote control locks	\$	\$
Dual-zone automatic air conditioning	\$	\$
8-speaker Dimensional Sound system	\$	\$
Power lumbar adjusters	\$	\$
Power trunk pull down	\$	\$
Twilight Sentinel automatic headlight control	\$	\$
Outside driver-side Electrochromic mirror with defogger	\$	\$
Inside Electrochromic mirror with compass	\$	\$
Memory controls for driver-side seat and outside mirrors	\$	\$
Cornering lamps	\$	\$

\$=Standard O=Optional

Exterior Colors

Light Gray Metallic 14	Bright White 16	Dark Green Gray Metallic 18	Medium Adriatic Blue Metallic 30
Light Adriatic Blue Metallic 36	Black 41	Dark Green Metallic 48	Beige Metallic 57

Interior colors: Light Gray, Graphite, Light Beige, Adriatic Blue, Ruby Red. Not all interior colors are available in combination with all exterior colors. See your dealer for compatibility.

When you buy a Ninety Eight, you'll start to realize Oldsmobile isn't just another car company. Our philosophy is different. We know you expect a high-quality car, and there are a lot out there to choose from. But we firmly believe the way we treat you is just as important as the car you buy. In fact, we know our business depends on that. One expression of our conviction is the Oldsmobile Edge. We not only back our cars, we also back you. We know that sometimes things can go wrong. And it isn't right for you, your family, the people who depend on you, to be inconvenienced. So we support you 24 hours a day, every day, at no extra charge, and help with your questions, roadside emergencies, warranty service and even things beyond our control. Like running out of gas or locking your keys in the car. All it takes is a toll-free call to 1-800-442-OLDS. Buying a car should be the start of your relationship with a car company, not the end. You have a right to expect more. At Oldsmobile, we're delivering it.



FOR OCCUPANT PROTECTION:

- Supplemental Inflatable Restraint: manual lap/shoulder belts and air bags, driver/front passenger
- Manual lap/shoulder safety belts, outboard rear seat positions
- Manual lap safety belts, center seat positions
- Energy-absorbing steering column panel
- Energy-absorbing instrument panel
- Laminated windshield glass, urethane bonded
- Tempered safety glass, side and rear windows
- Interlocking door latches
- Side-guard door beams
- Passenger-guard inside door lock handles
- Safety armrests
- Head restraints, front adjustable
- Dual sun visors
- Break-away inside rearview mirror
- Security door locks and door retention components
- Child-security locks
- Automatic door locking system
- Front and rear crush zones
- Pressure lock radiator cap

FOR ACCIDENT AVOIDANCE:

- Side marker lamps and reflectors
- Parking lamps
- Four-way hazard warning flashers
- Back-up lamps
- Center high-mounted stop lamp
- Directional signal control
- Windshield defroster, washer and multi-speed wipers
- Inside day/night rearview mirror
- Outside rearview mirrors
- Brake system with dual master cylinder plus warning light
- Anti-lock brakes
- Starter safety switch
- Dual-action hood latch (front opening)
- Low-glare finish (inside windshield moldings, wiper arms and blades)
- Safety road wheel rims
- Tires with built-in tread wear indicators

- Illuminated heater and defroster controls
- Pressure relief fuel cap
- Brake/transmission shift interlock
- Audible disc brake lining wear indicators
- Electric rear window defogger
- Door warning light/reflector

FOR THEFT DETERRENCE:

- Theft-deterrent steering column lock
- Remote inside hood release
- Visible vehicle identification number
- Laser-etched VIN plate
- PASS-Key vehicle security system
- Marked body parts (where applicable)

IMPORTANT WORDS ABOUT THIS CATALOG:

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile dealer for complete details.

- **A WORD ABOUT ENGINES:** Oldsmobiles are equipped with engines produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide.

- **A WORD ABOUT ASSEMBLY:** Oldsmobiles are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Oldsmobiles incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Oldsmobiles with different or differently sourced components than originally scheduled. All such components

have been approved for use in Oldsmobiles and will provide the quality performance associated with the Oldsmobile name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

- **A WORD ABOUT UPDATED SERVICE INFORMATION:** Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

- **A WORD ABOUT CORROSION PROTECTION:** Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through from corrosion for six years/100,000 miles. There is also no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required under the corrosion coverage.

- **A WORD ABOUT WARRANTY:** The GM 3-year/36,000-mile Bumper-to-Bumper Warranty covers repairs for any new Oldsmobile, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (except tires, which are covered by their manufacturer) will be covered for three years or 36,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile dealer for terms of these limited warranties.

The 1994 Oldsmobile lineup offers a wide choice of models for every driving need. There's something in it for everyone.



ACHIEVA



CUTLASS CIERA



CUTLASS SUPREME



EIGHTY EIGHT



EIGHTY EIGHT LSS



NINETY EIGHT



CUTLASS CRUISER



SILHOUETTE



BRAVADA

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NINETY EIGHT
By Oldsmobile